

# Candy Bar Gazebo

Volume II, Issue 1 - Winter, 1985  
[Issue 5]

SOCIAL SCIENCE/AMERICAN

## CHICKEN DINNER

What's yellow, blue, white, and black? A Chicken Dinner wrapper! The Sperry Candy Company's answer to the Baby Ruth and Oh Henry! bars of the early 1920s was this nut roll with the unusual name.

The first Chicken Dinner wrappers had a picture of a whole roasted chicken on a dinner plate. In the years following World War I, because of the economy, many families felt indeed fortunate if they had one good meal on the dinner table, so a whole roasted chicken on a candy bar wrapper symbolized something substantial as far as food value went. The Sperry people soon learned, however, that a picture of a chicken on a candy bar wrapper didn't quite convey a candy bar image, so the bird was soon dropped off the wrapper, but the name was continued.

The image of a chicken as the symbol of a good meal goes back to Henry IV, King of France (1589-1610), and attributed to his coronation speech when he intoned, "I hope to make France so pros-





perous that every peasant will have a chicken in his pot on Sunday." It wasn't until 1932 that the Republican campaign slogan was heard, "A chicken in every pot," but it didn't do Herbert Hoover much good. F.D.Roosevelt still won.

A very effective promotion effort was carried on by the Sperry Company with a big fleet of Model A Ford trucks with sheet metal attached to the bodies to resemble giant chickens. Those trucks were most effective in the Midwest where Chicken Dinner was a popular candy bar.

Can you imagine the furor created in those days when a squadron of them would come zooming down the street? Suppose you, on your way home from a busy day at the office, had just stopped to get a few beers in your favorite tavern. And then, coming out of the bar room door, seeing those monster chickens zooming at you? Quite a sight, right?



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General membership in The Great American Candy Bar Club is open to the public. A free membership card can be obtained by sending in a legal size self-addressed stamped envelope.

Active membership requires an annual fee of \$10.00. Active members receive quarterly issues of Candy Bar Gazebo and are entitled to any offers extended by that publication.

Back issues of Candy Bar Gazebo, if not out of print, are available at \$3.00 each.

All correspondence should be sent to: Ray Broekel, Six Edge Street, Ipswich, Massachusetts, 01938.



## SAMPLING TIME

Here's an old Midwest favorite. It's Chase's Cherry Mash candy bar, claimed to be the oldest candy bar made west of the Mississippi River. Here are the facts on how to obtain the bar.

Name of Bar: L276 Cherry Mash

Quantity; 1 box/24 count

Cost: \$6.50 plus \$2.50 UPS

Total, \$9.00 shipped pre-paid.

Who To Contact:

Sharron T. Huffman  
Chase & Poe Candy Company  
3600 Leonard Road  
St. Joseph, MO 64503



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## SYNCHRONIZE YOUR WATCHES

Since The Great American Candy Bar Club doesn't have a national convention, it has been suggested that we all partake of a national observation that can be carried on right in our own homes. So to make it official it is herewith declared that at 1:00 P.M. (E.S.T.) on the first day of each month, every club member ingest a candy bar. It'll be a communal effort, so let's all get involved in this monthly club activity that will unite us all!

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## FOR SALE/WANTED TO BUY

Villa Clarkson, 10 Exeter Drive, Auburn, Massachusetts 01501, is a Clara Bow memorabilia collector. She wishes to obtain an It candy bar wrapper with the likeness of Clara Bow on it. Contact Villa if you have one to sell.

Donald Rudie, Robbinsdale, Minnesota 55422, has three Zero (1931) 1¢ candy bar wrappers available for sale at \$10.00 each. The wrappers carry a special offer to obtain a steam engine. (See an article on this wrapper elsewhere in this issue.)

Martha Silverman, 2741 E. 28th St., Brooklyn, NY 11235, has some old gum wrappers for sale, "Bergen's Better Bubble Gum," that sold for 1¢ -- pictures of Charlie McCarthy and Mortimer Snerd on the wrapper. Price is \$10 each, two for \$15.

(Post your wants and sales - candy bar items. No charge to subscribers - 30 word limit ads. Send them in!)



## LETTERS FROM READERS

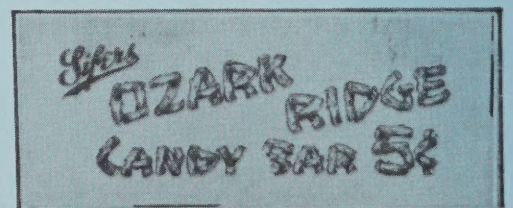
"It was Father's Day, 1984, when I received a copy of The Great American Candy Bar Book. My daughter presented the book along with ninety candy bars! Five each of sixteen different brands. You see, chocolate has filled a large percentage of my diet all of my life. ... Another fine bar was the Damfino Bar. But I don't recollect who made the bar." -- David Brown, Cottonwood, Arizona. (Editor's note - Damfino who made that bar either!)

"We so enjoy Candy Bar Gazebo. A few issues back you ran an article on the Halligan Candy Company which is my sister's married name.... We do remember a lot of the candies and they bring back fond memories. Thanks for the nostalgia trip." -- Mrs Mimi Taylor, Huntington, New York.

Wally Pfeiffer of Joliet, Illinois, sent in a clipping from the Chicago Sun Times in which Chicago's place as the headquarters for candymakers in the United States is discussed. The article points out that every American consumed 17.7 pounds of candy in 1983, a pound per person more than in 1982!

As a result of being in Kansas City for a chocolate show, the following letter came from Russ Sifers of Overland Park, Kansas.

"Your appearance on the "Dining with Bobbie Show," during the Chocolate Festival has stirred up some interest in the old Valomilk candy bar....My great grandfather purchased a fifty percent interest in a small candy company in Iola, Kansas, which became the Brownfield/Sifers Co. My grandfather wanted his own company so he moved to Kansas City and in 1917 founded it. The Valomilk bar was first sold in 1931. My father sold the company to the Hoffman Candy Co., of Los Angeles in 1970 and retired. I ran the Kansas City operation until 1981 when I left for better opportunities. The Kansas City operation was closed in early





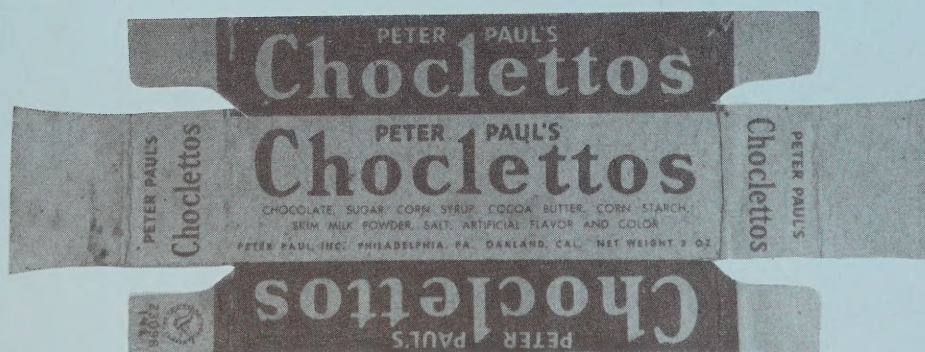
1982, the last Valomilks were shipped in March of that year.

"Some other bars produced by my grandfather were: Subway Saddle, Chicken, Old King Tut, Show Cup, KC bar, and Roughneck." (Editor's note - a Sifer's bar of the 1940s was the Ozark Ridge bar.)

Theresa Finer of Atlanta, Georgia, writes: "Still nothing on chewing gum wrappers." (See the for sale/wanted column as a start, Theresa!)

Jay Troppe, c/o U. S. Customs, in Nassau, writes, "I very much enjoy your newsletter and wish some day it could be a monthly publication. I am currently on temporary assignment in Nassau, where we have some excellent British and European candy bars. The Cadbury chocolate sold here is from England and is sweeter and creamier than that made in the United States. Cadbury also makes delicious candy bars including Picnic and Double Decker bars. My favorites in the United States - Hollywood Milk Shake, Powerhouse, Charleston Chew. I used to love the Mars Bar - the thinnish candy bar before it was changed." (A feature in the next issue will be some of the Cadbury bars sent in by Jay for sampling purposes.)

Stanislav Kramsky of Prague, Czechslovakia, a present day collector of candy bar wrappers, sent in the Choclettos tray that's illustrated. A part of Bohemia was liberated by Americans during World War II and one of them left the empty tray behind.





## WHAT'S IN A NAME?

Nan and Bill George of Ipswich, Massachusetts, recently brought back samples of Mars Confectionery products on their trip across the pond. The British Marathon bar is similar to the American Snickers. The British Mars Bar is similar to the American Milky Way Bar. And the British Milky Way is similar to the American 3 Musketeers Bar.

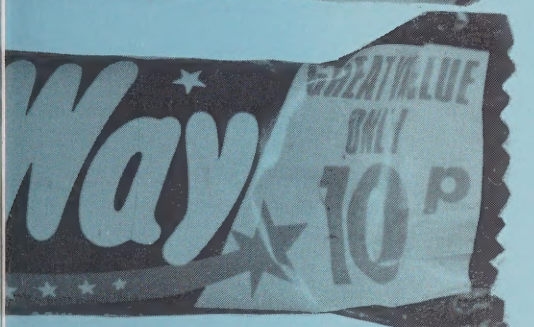
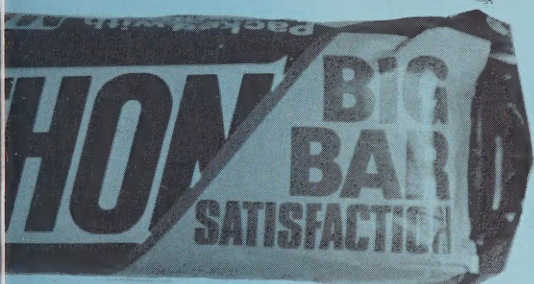
Galaxy is a chocolate bar. The British Ripple bar is a triangular shape and contains flaked chocolate as a center. Perhaps the best of the lot, the British Topic, is similar to the American Snickers, except instead of the peanuts there are hazelnut pieces inside, making for a tasty bar.

The British Twix is indeed similar to the American version of the bar of the same name. And Bounty, available for awhile in a Dutch version in the United States, is a coconut bar covered with chocolate. Maltesers are chocolate covered malted milk balls. Treets are chocolate covered peanuts. And Revels are different kinds of chocolate covered balls (malted milk centers, caramel centers, vanilla and orange creme centers, and peanut centers). And Minstrels are chocolate centers covered with hard chocolate shells.

So on your next European trip, don't get fooled by the names. Do remember that the names might be the same, but the insides may be somewhat different compared to their American version!









## CHOCOLATE SHOWS

About 12,000 attended the two-day Extravaganza '84 at the Disneyland Hotel Convention Center in Anaheim, California. Exhibitors were mainly local southern California ones. Guittard of Burlingame, California, had a booth. Hershey and Nestlé, while not participating directly, supplied some prize items for various drawings. The affair was an enthusiastic one, and the attendees were in good spirits.

The third annual Chocolate Lovers Hyattfest Weekend, November 10-11, at Schaumburg (Chicago) Illinois, was somewhat disappointing in numbers. Slightly over 1,000 attendees were in attendance. Exhibitors included M&M/Mars, Nestlé, and many regional companies were in attendance. Prizes were donated by Ghirardelli, Hershey, and others. Favorite people in attendance were Tom Sullivan, Elaine and Pepe Gonzalez, Elaine Sherman and Jerry, Ruth and Richard Rashmann.

The Stouffer Westchester Hotel and Nestlé presented a fabulous Chocoholic Weekend, November 23-25, 1984. A well-organized program started off Friday evening with an excellent banquet and the Brown and White Ball. Alan MacDonald, President of Nestlé, George DeKornfeld, general manager of the Westchester, and Marie-Claude Stockl, Director of Public Information and Consumer Affairs, welcomed the enthusiastic crowd of 200+ in attendance. Malcolm Blue and Kathy Kelly of Nestlé took active part in the activities. Mitsuko, "Meechie" Noone, Judith Olney, Mardee Regan, Chef Albert Kumin, Fred Feretti, were other program participants. Others in attendance were Norman Liss, and Gene Bennett. The food and giveaways to the audience were extraordinary, making this show one of the hits of the season.

Under the sponsorship of the National Kidney Foundation of Michigan, a Chocolate Week-end was sponsored at the Hyatt Regency in Dearborn, Michigan, November 30 - December 2nd, 1984. Around 2,000 were in attendance for the booth show on December 1. Many of the booths were manned by volunteers for products furnished by Switzer Clark, Fanny Farmer, Tootsie Roll, Luden's, Brach's, Life Savers Inc., and Merckens. Personnel in attendance were at Nestlé, Droste, Peter Paul Cadbury, Quaker Oats, Sanders, and some candy-related booths. Those contributing prizes were Hershey, Ghirardelli, Nabisco, and Nestlé. Kathy Kelly of Nestlé was in attendance to introduce the new Nestlé Alpine White Bar.

## UPCOMING CHOCOLATE SHOWS

April 10-12, 1985 - Candy Marketing '85 Conference and Exposition, O'Hare Exposition Center, Chicago. Illinois

A World of Chocolate - March 17, 1985, Pasadena Convention Center, Pasadena, California.

Chocolate Extravaganza, Indianapolis, Indiana, March 10, 1985.



## CHANGES IN THE MARKETPLACE

Another foreign food company, Poulain S.A. of France, has gotten a hold in the United States candy market. Fanny Farmer of Bedford, Massachusetts, is a recent takeover.

The Ce De Candy Company has come out with a new product whose name has a somewhat different meaning for the older generation than does the image of candy. The name? Dingle Berries, assorted fruit-flavored sour candy tablets.

De Met's, makers of the famous Turtles, is now a part of the British firm, Rowntree Mackintosh.

Andover Chocolate Corp., newly-founded in Lawrence, Massachusetts, has taken over the Barton's line from defunct Schrafft's.

Consolidated Brands has taken over Boyer Bros. of Altoona, Pennsylvania.

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Nestlé has acquired the Paul F. Beich Co., of Bloomington, Illinois, both for its fund-raising and retail products. Beich is best known to old-timers for its Whiz Bar. Among the Kathryn Beich Co. fund-raising products are Krunch bars, Truffles, Katy-dids, and Golden Crumbles.

The December Nestlé move was to announce that the old Williamson plant in Chicago, in operation since 1928, would be closed by July of 1985. It is not certain at the present time where Oh Henry! and Bit-O-Honey bars would then be made. Two possibilities are the former Beich plant in Bloomington, or Nestlé's plant in Fulton, New York. (Clippings thanks to Wallace G. Pfeifer.)

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Famous in the St. Louis area since 1913, Mavrakos Candy Co. has been taken over by Fannie May of Chicago. Mavrakos, however, will continue to use its plant in Bonne Terre, Missouri, for other wholesaling and private labeling.

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Finally there has been a change of name for my new book. The official name now is THE CHOCOLATE CHRONICLES. Neat. It'll be out soon. To order before publication date, send in \$14.95 (includes shipping, handling, and tax where applicable.) Hurry before the price goes up in February!



## NEW KIDS ON THE BLOCK

Pecans seem to have a new wave of popularity. New to the scene from Mascot Candy Co., Clennville, Georgia, are Betty Benson Pecan Log, Mascot Pecan Log, Mascot Pecan Log Roll, and two peanut bars, Mascot Nutty Buddy and Betty Benson Super Peanut Bar. The Betty Benson bars are fund-raiser bars.

From Midwestern Pecan Co., Inc., Nevada, Missouri, come Pecan Log Roll and Praline Bar.

The Candy House, Inc., Nagadoches, Texas, comes the four-bite size Pecan Divinity, available in a 2-ounce package.

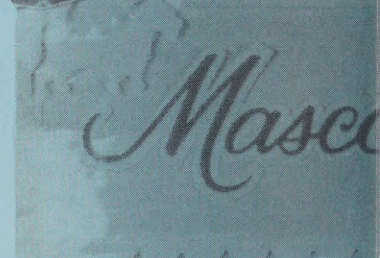
And granola bars now are moist, chewy, and chocolate dipped! Quaker Oats has its Dipps on the market. If you like granola you'll like this one.

New from The House of Bauer, Kansas City, MO, is Bavarian Mocha Meltaway Bar. It's a chocolate bar, coffee-flavored.

A great new item from Goetze's of Baltimore is Cow Tales, a great 10¢ item. It's made of chewy caramel with a cream center.

Nestlé has scooped the market with its new Alpine White with Almonds bar. It's made of cocoa butter and almond slivers, and is most tasty. Nestlé has also redesigned the wrapper for it's 100 Grand bar. It formerly was the \$100,000 Bar.

Cella's of New York has a new wrapper for it's Cella Chocolate Cherries. From Peter Paul Cadbury's, Inc., British made, is the 25¢ suggested retail, Cadbury's Fudge. It's a chocolate-covered chewy fudge. And lastly, from Austria comes a coconut bar covered with dark chocolate, Coco d'or.





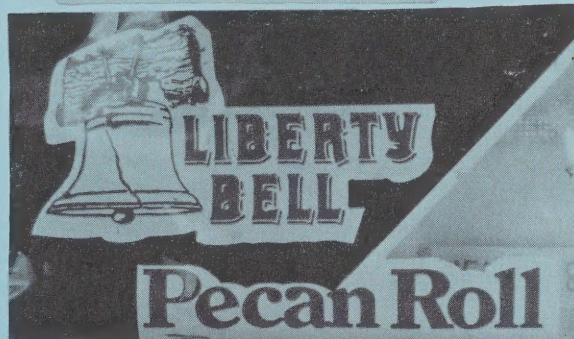
Betty Berison  
FINE CANDIES

# PECAN LOG

NET WT. 3 OZS. (85g)

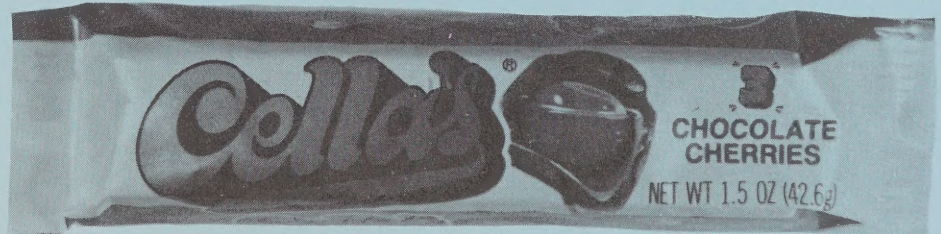
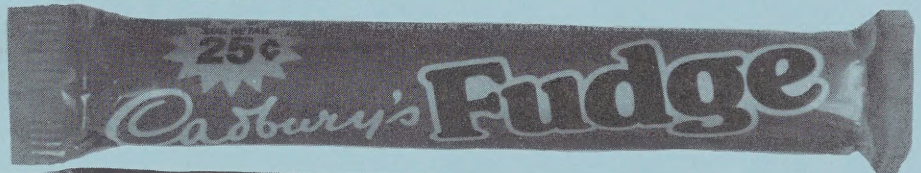
INGREDIENTS: PECANS, SUGAR, CORN SYRUP, EGGS,  
ALBUMIN, MILK, SALT, FLAVORINGS.

MASCOT CANDY CO.  
P.O. BOX 177  
GLENNVILLE, GEORGIA 30427



## Mascot CANDIES nutty buddy

Crisp roasted peanuts • golden caramel  
Creamy fudge





# VOICES FROM THE PAST

Donald Rudie obtained 1¢ Zero bar wrappers at an auction. Don said perhaps the child who was saving the wrappers to get the steam engine being offered as a premium, gave up collecting.

The strange thing about the wrapper is that nowhere on it does it tell you where to send your money for your steam engine. Also, in 1931, Hollywood Candy Co. only had a factory in Minneapolis, not in Los Angeles or in New York!

Back in the early 1930s steam engines were popular toys for boys. The steam engine offered as a premium retailed for around 98¢ in Sears and Montgomery Ward catalogs of the 1930s.

Another 1930 item came from Tyrone, Pennsylvania. It was an item from The Wilson Products Company. And Wilson's Honey-Butter-Scotch sounds as if it indeed were a boxful of tasty candy.

**HERE KIDS** SEND US TEN PENNY ZERO WRAPPERS AND FIFTEEN CENTS AND WE WILL MAIL YOU A WHIZZER STEAM ENGINE

**LOOK** A REAL STEAM ENGINE THAT RUNS

**ZERO**  
MIGHTY GOOD CANDY  
1¢

NET WEIGHT 1/2 OZ.  
**HOLLYWOOD CANDY CO.**  
LOS ANGELES, MINNEAPOLIS, NEW YORK

Valid in states having laws to the contrary  
"ZERO" REGISTERED UNITED STATES AND CANADA PATENT OFFICES  
COPYRIGHT 1931 BY HOLLYWOOD CANDY CO.  
PRINTED IN U. S. A.

**For More Big Toy Bargains See Sears Large General Catalog.**

**Polar Cub Electric Motor**  
This powerful high speed motor (100 R.P.M.) operates on 110-115 A.C. or D.C. current. Ships. 2 lbs. 2 oz. Not Prepaid. \$3.59  
49 C 5905

**Realistic Toy Machine Shop**  
Run these from your Weeden engine electric motor! Metal saw 3 high; mill, 6 in. high; shafting, 4 in. 2 in. Not Prepaid. Ship. 1 lb. 8 oz.  
19 C 5380—3 Piece Set 66c

**Weeden's Reliable Steam Engines**

**Horizontal Type**  
2 1/2 in. flywheel, steel frame and governor, 10x 8 1/2 in. overall. Polished brass finish better. Not Prepaid. Ship. wt. 1 lb. 12 oz.  
49 C 5306 \$1.89

**Upright Type**  
The most popular engine ever built! More boys have been running Weeden engines than any other make. Loads of fun to get up steam, blow the whistle and watch the fly-wheel spin. Blued steel boiler, 2 1/2 in. nickel-plated fly-wheel. Steel frame mounted on 4 inch steel base. Height over all 11 inches. Ship. wt. 1 lb. 6 oz. Not Prepaid.  
49 C 5305 98c

**Reversible Horizontal Type Steam Engine**  
These reversible Weeden engines have equipment just like big engines. Size 6 1/2 x 8 1/2 in. Not Prepaid.  
Alcohol Burning Type (Illustrated) 49 C 5330 Has 3-wick burner. Ship. wt. 4 lbs. 12 oz. \$3.89  
Electrical Heater Type (Not Illustrated) 49 C 5320 With cord and plug to connect to 110-volt A.C. Ship. wt. 6 lbs. 2 oz. \$6.79

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PLEASE RENEW PROMPTLY

IF YOUR SUBSCRIPTION

HAS EXPIRED. Don't

miss an issue of

Candy Bar Gazebo.

WILSON'S Honey-Butter-Scotch

5¢

AV. NET. WGT. 1 1/2 OZS.